

Abstract

The topic of my thesis is the annual fairs in the Czech Republic with the primary focus on the tradesmen of the traditional craft goods. The thesis is divided in two parts - theoretical and analytical. In the first part, I concentrate on the characteristics of the annual fairs in connection to the research that has been already done on this topic and then I describe a brief historical context of the annual fair. Subsequently, I explicate the methodology of my research. In the research I opted for the method of analysis of documents, the semi-structured interview with the tradesmen of the traditional craft goods and the informal interview. I analyzed 12 websites of annual markets and managed to interview 13 respondents. The second part of my thesis concentrates on the analysis of the respondents' interviews and to the analysis of documents. On the basis of the data analysis I characterized the annual markets based on their traditions, holding period, the availability of the Internet and type organizer. The next section is devoted to the characteristics of the annual fair from the perspective of sellers. I investigated how markets choose how to learn about them, what is the communication between sellers and organizers, who the competition is, the importance of the family and when is the season for annual markets sellers.